

Fashion Calendar 1948

5-31-48

FILE

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 28, 1948</u>			
Now Showing	FALL COLLECTION	JACK WEINER	205 WEST 39TH STREET
	Showing of Jack Weiner originals at 10:30 A.M. daily; and his regular collection at 2:00 P.M. Contact: LO. 4-0400.		
Saturday May 29	TEEN AGE FASHION SHOW	GIMBEL BROTHERS	5TH FLOOR TEEN WORLD
11:00 A.M.	Gimbels will present another in their series of Saturday informal teen-age fashion shows on May 29 at 11:00 A.M. Guest star: Elliot Lawrence, orchestra leader. Open to public. Publicity: Terry Mayer, LO. 5-1500.		
May 31	LEGAL HOLIDAY (Monday) TO CELEBRATE MEMORIAL DAY.		

WEEK BEGINNING MONDAY, MAY 31, 1948

Beginning Monday May 31	<p>OPENING OF FALL LINES</p> <p>The FOGA houses will show only a single collection for the Fall season: <u>Monday, May 31</u></p> <p>PAUL SACHS ORIGINALS, INC.</p> <p><u>Tuesday, June 1</u></p> <p>WILLIAM BASS DRESS CO. FRED GREENBERG DRESS CO., INC. JUNIOR LEAGUE FROCKS, INC. C. H. D. ROBBINS CO.</p> <p><u>Wednesday, June 2</u></p> <p>HANSEN BANG, INC. ED GERRICK, INC. HERBERT SONDHEIM, INC. JANET TAYLOR</p> <p><u>Friday, June 4</u></p> <p>KAPLAN & GRABOIS, INC. SAMUEL KASS GOWNS, INC. Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.</p>	<p>FASHION ORIGINATORS GUILD OF AMERICA</p> <p><u>Thursday, June 3</u></p> <p>CAPRI FROCKS, INC. CHARLES LANG, INC. DAVID LEONARD & LEVINE CO. MARY LEE, INC. MORRIS & MARCUS PARNIS-LIVINGSTON, INC. RUDOLF GOWNS FRANK STARR, INC.</p> <p><u>Monday, June 7</u></p> <p>MARTIN SIMON, INC.</p> <p><u>Tuesday, June 8</u></p> <p>FOX-BROWNIE, INC. SUZANNE-AUGUSTINE, INC.</p>	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Tuesday June 1	<p>FALL COLLECTIONS FOR JUNIORS</p> <p>Fall collections of Junior houses which are yet to open: <u>Tuesday, June 1</u></p> <p>YOUNG AMERICAN DEB, INC.</p> <p>Contact individual manufacturers.</p>	<p>JUNIOR DRESS CREATORS GUILD OF NEW YORK, INC.</p> <p><u>Monday, June 7</u></p> <p>ARKAY JUNIOR FROCKS, INC. MARGOT DRESSES, INC.</p>	INDIVIDUAL NEW YORK SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 1 9:30 A.M.- 5:00 P.M.	REVIEW OF FALL DRESS COLLECTION David Westheim presents his Fall collection called "A Worldly Wardrobe", dresses that go anywhere in the world at any time of the day. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.	DAVID WESTHEIM	1400 BROADWAY SHOWROOM
Beginning Tuesday June 1 10:30 A.M.	OPENING OF FALL COLLECTION Bon Ray Dance Frocks will show their Fall collection beginning June 1 at 10:30 A.M. Contact: Alice Schneider, WI. 7-0818	BON-RAY DANCE FROCKS	525 SEVENTH AVENUE SHOWROOM
Tuesday June 1 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION The Fall collection of Herbert Sondheim originals will be presented to the press. Attendance by invitation only. Publicity: Annette DuBois, Carl Reimers Co., BR. 9-9570.	HERBERT SONDHEIM	530 SEVENTH AVENUE SHOWROOM
Tuesday June 1 2:30 P.M. Cocktails	PRESS SHOWING OF FALL FASHIONS Frank Starr presents his Fall collection of dressy afternoon cocktail and dinner fashions, designed by Ted Shore and Ruth Goude. Showing at 3:00 P.M. Attendance by invitation. Publicity: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday June 1 4:00 P.M. Cocktails	PRESS SHOWING: FALL DRESS COLLECTION Press preview of Aywon's Fall dress collection. Showing at 4:30 P.M. Attendance by invitation only. Trade showings will begin on Wednesday, June 2 at 10:00 A.M. Publicity: Bee Bradshaw, LO. 3-0870.	AYWON DRESS CO.	525 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 1	DINNER DRESSES FOR SHORT MISSES Opening of new showroom, presenting sophisticated dinner dresses for misses 5'5" and under. Contact: CH. 4-1828.	BON ARR	525 SEVENTH AVENUE 20TH FLOOR
Beginning Tuesday June 1	TRADE SHOWINGS OF COATS AND SUITS Showing of Bellciano designs in coats and suits for Fall. Showings at 10:30 A.M. and 2:30 P.M. Publicity: William Harvey Co., LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Tuesday June 1	OPENING OF FALL COLLECTION Showing of the William Bass Fall line at 10:00 A.M. and 2:00 P.M. daily. Contact: Jerry Lubin, LA. 4-2190.	WILLIAM BASS	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 1	BACK-TO-SCHOOL BELT COLLECTION Opening of back-to-school line of Criterion belts by country's largest and oldest belt house. Casual and dressy belts for the teen-ager. For appointment contact: Ann R. Silver Associates, MU. 7-8654.	SLOTE & KLEIN, INC.	16 EAST 34TH STREET 17TH FLOOR
Beginning Tuesday June 1	SHOWING OF FALL COLLECTION Nini Turcotte will present her Fall collection with the theme, "Dark Brilliance", showing day, cocktail, dinner and Sunday night dresses. By appointment. Contact: MU. 2-7826.	NINI TURCOTTE	489 FIFTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 9:00 A.M. Breakfast	FALL FASHIONS FROM SAN FRANCISCO Nathalie Nicoli of San Francisco will present her Fall collection of dresses, suits and sportswear. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 4-5267.	NATHALIE NICOLI (SAN FRANCISCO)	HOTEL PLAZA GRAND BALLROOM
Wednesday June 2 12:00 Noon Luncheon	PRESS SHOWING OF PLAYTEX PANTY GIRDLE International Latex Corporation will present the Playtex Panty Girdle for summer sportswear at a fashion show and luncheon. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	INTERNATIONAL LATEX CORPORATION	WALDORF ASTORIA FLAMINGO ROOM
Wednesday June 2 3:00 P.M.	PRESS SHOWING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes to the press. Attendance by invitation. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SALON
Wednesday June 2 3:00 P.M. Cocktails	"JUNIOR CLIQUE" FALL SHOWING Showing of complete new Fall line of dresses for juniors. For press and trade, by invitation only. Publicity: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	BARMON BROTHERS	HOTEL McALPIN COLONIAL ROOM
Wednesday June 2 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER ISSUE Fashion Show to preview GLAMOUR Magazine's September 1948 Career issue, and to announce the winners of the GLAMOUR contest, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to GLAMOUR tie-in stores and buying offices. Contact: Mary MacMahon or Mary Joan Finley, GLAMOUR, LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE BALLROOM
Wednesday June 2- June 3 5:30 P.M.	HEIM JEUNES FILLES FALL COLLECTION The Heim Jeunes Filles collection, designed in Paris by Jacques Heim and reproduced here by Junior League Frocks; Brook-Maid coats and suits; hats by Madcaps, will be shown to the press. The Heim Jeune fashions retail in N.Y. at B. Altman & Co. Publicity: Ruth Hammer, EL. 5-6043.	JUNIOR LEAGUE FROCKS	1372 BROADWAY SHOWROOM
Wednesday June 2 6:00 P.M. Cocktails Dinner Dance	FASHION SHOW OF FALL RAINWEAR COLLECTION Aquatogs will introduce their Fall rainwear collection to fashion press and buyers at a fashion show, dinner dance. Guests will be transported from N.Y. to L.I. estate of Milton B. Kaufman. By invitation only. Commentator and Publicity: Renee Long, Aquatogs, Inc., CI. 5-7500.	AQUATOGS, INC.	MILTON B. KAUFMAN ESTATE, GREAT NECK, LI
Beginning Wednesday June 2	OPENING OF FALL AND WINTER LINE Paul Parnes will present his collection of suits, dresses and cocktail ensembles at 10:30 A.M. and 2:30 P.M. beginning June 2. For press appointment, contact Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Wednesday June 2	OPENING OF FALL COLLECTION Will Nemerov will present his Fall collection daily at 10:30 A.M. and 3:30 P.M. Contact: CH.4-8570.	WILL NEMEROV INC.	500 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2	SHOWING OF FALL LINE Fall collection will be shown by Jack Herzog on Wednesday, June 2, at 10:30 A.M., 2:30 P.M. and 4:00 P.M. Contact: LO. 5-0525.	JACK HERZOG & BROS., INC.	530 SEVENTH AVENUE SHOWROOM
Thursday June 3 12:00 Noon	PRESENTATION OF FALL LINE Charles Lang will show his Fall collection on Thursday, June 3, at 12:00 Noon. Showings daily thereafter at 12:00 Noon and 4:00 P.M. Contact: LO. 4-4250.	CHARLES LANG, INC.	498 SEVENTH AVENUE SHOWROOM
Thursday June 3 12:00 Noon Luncheon	GRADUATION LUNCHEON OF FASHION CLASS The young women graduates representing every section of the U.S., Canada (and Hawaii) will be guests of this fashion career school at a formal graduation ceremony and luncheon. Guest speakers: J. D. Runkle, Chairman of Board, National Retail Dry Goods Assn.; Dorothy Anderson, Fashion Merchandise Manager of Wanamakers. Publicity: Ann Spinney, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISE	WALDORF ASTORIA WEDGWOOD ROOM
Thursday June 3 2:30 P.M.	PRESENTATION OF FALL COLLECTION Showing of Fall collection of misses' street, afternoon and dinner dresses designed by Ruth Thomas, Thursday, June 3, at 2:30 P.M. Showings daily thereafter at 10:30 A.M., 2:30 P.M. and 4:00 P.M. Contact: PE. 6-6965.	MORRIS AND MARCUS	530 SEVENTH AVENUE SHOWROOM
Thursday June 3 2:30 P.M.	OPENING OF FALL LINE Anna Duke will present her Fall collection of clothes for women on June 3, at 2:30 P.M.; thereafter at 10:30 A.M. and 2:30 P.M. Contact: BR. 9-4947.	ANNA DUKE & CO.	498 SEVENTH AVENUE SHOWROOM
Thursday June 3 4:00 P.M.- 6:00 P.M.	PRESS SHOWING: FALL MILLINERY Eve Tartar will present her Fall hats at a Champagne Party. Showing at 4:30 P.M. By invitation only. Contact: Estell Staub, TE. 8-5799.	EVE TARTAR	676 MADISON AVENUE SALON
Thursday June 3 4:00 P.M. Cocktails	OPENING OF FALL COLLECTION Norbert Jay will present his collection of Fall clothes at a cocktail party. Showings for buyers at 9:30 A.M. and 4:30 P.M. daily, starting June 4. Saturdays at 10:30 A.M. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	15 EAST 53RD STREET SHOWROOM
Thursday June 3 8:30 P.M.	DESIGNERS' FASHION SHOW The first Designers' fashion show to be staged by the Guild of N. Y. Dress Designers, a professional association whose membership represents a broad cross-section of important fashion houses and a widely diversified range of prices. Based on the theme, "Whistler and His Time", the show will depict colors from Whistler paintings and silhouette inspired by the period. Tickets \$10.00; contact Guild of N. Y. Dress Designers, 475 Fifth Avenue, Room 1809. Press by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	GUILD OF NEW YORK DRESS DESIGNERS	BROOKLYN MUSEUM SCULPTURE COURT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday June 5 11:00 A.M.	TEEN AGE FASHION SHOW Gimbels will present another in their series of Saturday informal teen-age fashion shows at 11:00 A.M., with Tex Beneke as guest star. Open to public. Publicity: Terry Mayer, LO. 5-1500.	GIMBEL BROTHERS	5TH FLOOR TEEN WORLD
Monday June 7 4:00 P.M. Cocktails	FALL "ANNIVERSARY" COLLECTION Eta celebrates her twenty-fifth year as a designer, with a showing of her Fall "Anniversary" collection. Show at 4:45 P.M. For press and trade by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ETA	HOTEL PLAZA GRAND BALLROOM
Monday June 7 4:00 P.M. Cocktails	PREVIEW OF NEW TOILETRIES LINE Universal Laboratories is introducing its new toiletries line "Beauty In The Morning", to the press and trade. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	UNIVERSAL LABORATORIES	RITZ CARLTON HOTEL CRYSTAL GARDEN
Monday June 7- June 13	SECOND ANNUAL FASHION FAIR The second annual edition of the Fashion Fair, at Madison Square Garden Exposition Hall, with exhibits by the fashion apparel and related industries. There will be a two-hour fashion show, presented four times daily. Fashion presentation produced and staged by Leon Leonidoff, Radio City Music Hall director. Theme: "Alice In Fashionland-Through the New Look-ing Glass Into '48." All models by Grace Downs. Price of tickets: \$2.40. Publicity: Billie Gould, Hotel McAlpin, Suite 720, PE. 6-5700.	LEADER ENTERPRISES, INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE & 49TH ST.
Monday June 7- June 12	SECOND ANNUAL TEXTILE EXPOSITION "Fabrics of Tomorrow" will be the theme of the second annual Textile Industries Exposition, with showings by fabric mills, converters, textile dyers and finishers, yarn producers. Presentation of fashion fabrics for the men's and women's apparel producing industries, piece goods for over-the-counter selling, and decorative fabrics for the home. For press and trade only. Contact: Arthur Tarshis, WA. 9-8068.	TEXTILE INDUSTRIES EXPOSITION (36 W. 47)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Tuesday June 8 9:30 A.M. Breakfast	PRESS SHOWING OF FALL COLLECTION Varden Petites and Casuals will present their Fall line to the press. Showing at 9:50 A.M. By invitation only. Trade showings, beginning Tuesday, June 8, at 1:00 P.M. and 4:00 P.M. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	VARDEN PETITES AND CASUALS	530 SEVENTH AVENUE SHOWROOM
Tuesday June 8 12:30 P.M. Luncheon	ELEVENTH ANNUAL GRADUATION LUNCHEON Speaker: Edward L. Bernays, public relations counsel. By invitation only. School contact: Mrs. Helen Newman, PL. 3-0773. Publ.: Dora Miller, LO. 3-4285.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 8 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW Anson-Jones will present their one-price fashions in Summer cottons for town and casual wear. Press by invitation. Public by reservation; contact Mr. Ray, VO. 5-5400. Anson-Jones Publicity: Mrs. Pennington, PL. 9-3506. Chatham Hotel Publicity: Suzanne Jordan, VO. 5-5400.	ANSON-JONES	CHATHAM HOTEL CHATHAM WALK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 8 2:30 P.M.	PRESENTATION OF FALL COLLECTION Anna Miller will present her Fall collection to the press and trade in her showroom. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ANNA MILLER	498 SEVENTH AVENUE 17TH FLOOR
Tuesday June 8 3:30 P.M.- 5:30 P.M.	LEAP YEAR FASHIONS: "FOR MEN ONLY" Presentation of "Leap Year Fashion Show" for the benefit of the Heart Fund, with fashions by: Ceil Chapman, Frances Sider, Vera Maxwell, Carolyn Schnurer, Mildred Orrick, Mimi Pierce, Florence Lustig. Scarfs by Baar & Beard; bags by Bienen Davis; shoes by Capezio; jewelry by Nat Koslow; furs by Leo Spain. Commentator: Maggi McNellis. Price of tickets \$5.00, available at Hutton's. Publicity: Diana Green, CI. 6-3358.	N.Y. HEART FUND ASSOCIATION	HUTTON'S RESTAURANT 490 LEXINGTON AVENUE
Tuesday June 8 4:00 P.M.	DRAMATIC SHOWING OF FALL COLLECTION Sam Friedlander's premiere for the press of his "Fashion Showplace of the Nation", a new and dramatic way of showing his Fall collection designed by Moyen--presented in the first theatre for fashion on Seventh Avenue, just built in Mr. Friedlander's showroom. All lighting by Feder. By invitation only. Showings for the trade, by invitation, from June 9 to June 11 at 4:00 P.M. Contact: MU. 9-5420.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
Tuesday June 8 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW OF FALL COMPACTS An advance showing of Fall styles and ideas in compacts by Volupte. Press by invitation. Publicity: Anita Pine, Hirshon-Garfield, PL. 7-6300.	VOLUPTÉ INC.	RITZ CARLTON HOTEL CRYSTAL GARDEN
Tuesday June 8 4:45 P.M. Cocktails	FASHION SHOWING OF FALL DRESSES Presentation of Mayflower's Fall dresses..."Dresses for the Gal Who Dresses To Get Ahead". By invitation only. Contact: Maxine Joyce, LA. 4-8841.	MAYFLOWER DRESS CO., INC.	RAINBOW ROOM ROCKEFELLER CENTER
Tuesday June 8 4:45 P.M. Cocktails	SHOWING OF FALL DRESSES FOR JUNIORS Fashion Show to preview Nan Scott dresses for Autumn--designed for the junior size girl who knows that, "wherever she's going, He Might Be There". By invitation only. Contact: Maxine Joyce, LA. 4-8841.	NAN SCOTT JUNIORS	RAINBOW ROOM ROCKEFELLER CENTER
Tuesday June 8 5:00 P.M. Cocktails	SHOWING OF FALL AND WINTER COLLECTION Kiviette will present a showing of her Fall and Winter collection. Strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE GOWNS, INC. (15 WEST 47TH ST.)	RITZ CARLTON HOTEL BALLROOM
Beginning Wednesday June 9 10:30 A.M.	OPENING OF FALL COLLECTION Monte-Sano & Pruzan will present their Fall collection of coats and suits at 10:30 A.M. on Wednesday June 9; Thursday, June 10; Friday, June 11; Tuesday, June 15. By appointment only. Contact: BR. 9-8663.	MONTE-SANO & PRUZAN, LTD.	21 WEST 46TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 9 3:00 P.M.	PRESS SHOWING OF FALL COLLECTION Preview of Mildred O'Quinn's Fall and Winter collection for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	MILDRED O'QUINN	18 EAST 57TH STREET SALON
Wednesday June 9 4:00 P.M.- 6:30 P.M. Cocktails	PRESENTATION PARTY FOR INVENTOR "God's Gift to Men 1948"--a cocktail party at the Kiss Room of El Borracho, where presentation of award will be given to inventor of Lip-Stae by distinguished group of men. Attendance by invitation only. Publicity: Elizabeth Fenton, Abbott Kimball, PL. 3-9600.	LIP-STAE	EL BORRACHO 51 EAST 55TH STREET
Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails	EIGHTH ANNUAL NATIONAL SEWING CONTEST Eight national prize winning and thirty other outstanding garments from 45 major U. S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Cancelled June 10	MAXIMILIAN'S PRESS PREVIEW OF FUR SILHOUETTES ORIGINALLY SCHEDULED FOR THURSDAY, JUNE 10 AT 9:30 A.M. BREAKFAST, HAS BEEN CANCELLED.		
Thursday June 10 11:00 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Trigere's Fall collection at 11:00 A.M. and 2:30 P.M. on Thursday, June 10; Friday, June 11; Monday, June 14; Tuesday, June 15. (Please note change of dates from previous announcement). These will be the only showings of Trigere's Fall collection. For appointment, contact Robert Trigere, PL. 3-6778.	TRIGERE	29 WEST 57TH STREET SHOWROOM
Thursday June 10 12:00 Noon Luncheon	FALL-WINTER PREVIEW "AMERICAN KNIT" GLOVES Public Relations Luncheon and Fall-Winter Preview of "American Knit" Gloves & Mittens, launching Back-to-School and College promotions and advance plans for the Third National American Knit Glove Week in November. Six speakers, representing trade and consumer publications, colleges, women's clubs and stores will speak on "Wool for Warmth" and extending the Selling Season for Wools. By invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	ASSOCIATION OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA GEORGIAN ROOM
Thursday June 10 3:30 P.M.- 6:00 P.M.	PRESS PREVIEW OF FLEXEES FALL LINE "The Four Leaf Clover Line" -- advance showing of the Flexees Fall line including Flexees, Corsees, Flexaire and Slimpac. Attendance by invitation only. Contact: Milton Holz, MU. 9-2100.	FLEXEES CORSET CO.	417 FIFTH AVENUE SHOWROOM
Thursday June 10 5:00 P.M.- 8:00 P.M. Cocktails	ADVANCE FALL SHOWING OF BLOUSE COLLECTION Rojay will present their Fall collection of blouses and matching skirts to buyers and the press. The collection will also include the Coty perfume-inspired "Morning, Noon and Night" blouses. Attendance by invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	ROJAY BLOUSE AND SPORTSWEAR CO.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Beginning Thursday June 10	OPENING OF FALL BELT COLLECTION Couturier belt collection, many Paris-inspired, featuring leather and dressy fabrics. Contact Ann R. Silver Associates, MU. 7-8654.	SLOTE & KLEIN, INC.	16 EAST 34TH STREET 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 10	SHOWING OF FALL COLLECTION Ceil Chapman will present her Fall collection daily at 10:30 A.M. and 2:30 P.M. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM
Monday June 14- June 18	FALL MILLINERY OPENINGS IN L.A. Fall millinery lines in Los Angeles will open on June 14, one week later than the Fall showings last year. There will be a luncheon fashion show on the opening day of market week.	LOS ANGELES & HOLLYWOOD MILLINERY GUILD	LOS ANGELES CALIFORNIA
June 14	FLAG DAY (Monday).		
Tuesday June 15- June 17	EXHIBITION OF FALL RAINWEAR Fall lines of men's, women's and children's rainwear and display of allied industries. Door prize of 1948 Plymouth sedan. Open to buyers. Publicity: 9:00 A.M.- 6:00 P.M. Renee Isaacs, Jack Berman Co., MU. 9-1546.	NATIONAL RAINWEAR MANUFACTURERS ASSN.	HOTEL NEW YORKER
Beginning Wednesday June 16	GLORIA SWANSON TELEVISION HOUR Presentation of a weekly television show with Gloria Swanson. The program will be divided into four sections: High Fashion Trends; Glamour on a Budget; Chef's Holiday; and Beauty Salon. Directed by Dick Rose. Coordinator, Kay Bardsley. Contact: Station WPIX, MU. 2-1234.	STATION WPIX	TELEVISION STATION OF THE DAILY NEWS
4:00 P.M.- 5:00 P.M.			
Wednesday June 16 7:15 P.M. Dinner Dance	FASHION SHOWING OF FALL RAINWEAR Presentation of Fall rainwear for men, women and children by the National Rainwear Manufacturers' Association at a dinner for buyers and press. Winners of rainwear advertising and display contests will be announced. Attendance strictly by invitation. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	NATIONAL RAINWEAR MANUFACTURERS' ASSOC.	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 17 3:30 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Brewster will present a showing of their new Fall millinery to the press. Attendance by invitation only. Publicity: Rita Hennessy, MU. 5-8275.	BREWSTER HAT CO.	411 FIFTH AVENUE (AT 37TH STREET)
June 20	FATHER'S DAY (Sunday).		
Monday June 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by Russeks during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Monday June 21 4:00 P.M. Cocktails	PRESS PREVIEW BY SCHWARTZ & BLUESTEIN Haute couture in Precious Furs--presenting Fredrica's newest and most stimulating Fall and Winter collection at a private cocktail party for the press. Attendance by invitation only. Showings for the trade beginning Tuesday, June 22, at 10:00 A.M. and 2:00 P.M. Contact: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 21- June 28	THIRTEENTH ANNUAL SWIM-FOR-HEALTH WEEK Stores all over the country are expected to tie in with the 13th annual Swim-for-Health campaign. Publicity: Martin Stern, VA. 6-0543.	SWIM FOR HEALTH ASSN. (60 E. 42 ST.)	THROUGHOUT THE COUNTRY
Tuesday June 29 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Sally Victor will present her Fall and Winter millinery collection to the press during breakfast. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SHOWROOM
Tuesday June 29 11:30 A.M.	PRESS PREVIEW OF FUR COLLECTION Esther Dorothy will present a press preview of her Fall and Winter couture fashions. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	HOTEL PIERRE SUITE 3
Wednesday June 30 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Irene of New York will present her Fall millinery collection to the press at a breakfast. Show at 10:30 A.M. By invitation only. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 30 4:00 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES Private preview for the press of the new Fall collection of Wadsworth Powder Cases. Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.	THE WADSWORTH WATCH CASE COMPANY	WALDORF ASTORIA PERROQUET SUITE
July 4	INDEPENDENCE DAY (Sunday).		
July 5	LEGAL HOLIDAY (Monday), TO CELEBRATE INDEPENDENCE DAY.		
Wednesday July 7 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Braagaard will present his Fall and Winter millinery collection to the press. Attendance by invitation only. Publicity: Burton Pell, PL. 3-0353.	BRAAGAARD	17 WEST 57TH STREET SALON
Wednesday July 7 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF FALL FASHION JEWELRY The House of Heller will present its new Fall collection of La Tausca simulated pearls and fashion jewelry promptly at 5:30 P.M. Commentary by Faith Keane. Attendance by invitation only. Publicity: Ruth Lerner, MU. 3-2485.	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
Thursday July 8 11:00 A.M.	FALL SHOWING OF MILLINERY COLLECTION Fall Millinery collection by Walter Florell will be presented to the press. Attendance by invitation only. Contact: Viola Sanders, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET
Thursday July 8 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Showing of Laddie Northridge's Fall and Winter hat collection at his salon for the New York press and buyers. Strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON

MUSIC...MOVIES...THEATRES...TELEVISION...MUSEUMS

- Friday
May 28
8:00 P.M. TELEVISION FASHIONS ON PARADE STATION WABD, DUMONT
Saks Fifth Avenue will present the last in a series of four weekly television fashion programs, presenting the latest fashions as part of a musical review. Narrator: Adelaide Hawley. Publicity: Jane Barton. Television Fashions on Parade, Inc., 551 Fifth Avenue, MU. 2-2973.
- Tuesday
June 1-
June 27 EXHIBITION: CHINESE PATTERNED SILK, METROPOLITAN MUSEUM, 5TH AVE. & 82ND ST.
Exhibition of collection of handloomed reproductions of historic Far Eastern fabrics, circulated through the U. S. by The American Federation of Arts, to be supplemented by original Chinese textiles from the Museum collection. Press preview: Tues., June 1. Public opening: Fri., June 4. Publicity: Lillian Green, RH. 4-7690.
- Wednesday
June 2 PREMIERE: "HAZARD" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures' comedy starring Paulette Goddard, Macdonald Carey, Stanley Clements. The fast-moving story of a girl with gambling fever and her final cure. Produced by Mel Epstein and directed by Dick Templeton. Costumes by: Bernard Newman. Publicity: Rex Taylor, BR. 9-8700.
- Thursday
June 3 OPENING: "SLEEPY HOLLOW" ST. JAMES THEATRE, 44TH ST. W. OF B'WAY
Lorraine Lester will present a new musical based on Washington Irving's story. Book and lyrics by Russell Maloney and Miriam Battista and music by George Lessner. With Gil Lamb, Betty Jane Watson, Hayes Gordon. Director: John O'Shaughnessy. Settings by Jo Mielziner. Costumes by David Ffolkes. Publicity: Karl Bernstein, CI. 6-0427.
- Thursday
June 3 PREMIERE: "THE BRIDE GOES WILD" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
MGM's romantic comedy in which a prim New England schoolma'am succeeds in reforming and winning a writer of juvenile fantasies. With Van Johnson, June Allyson, Butch Jenkins, Hume Cronyn. Produced by William H. Wright. Director: Norman Taurog. Costumes: Helen Rose. Publicity: Herbert Crooker, BR. 9-7800.
- Thursday
June 3 PREMIERE: "WALLFLOWER" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers picture based on the play by Reginald Denham and Mary Orr, a story of the tribulations of an ugly duckling who becomes a swan and wins her man. Cast includes Robert Hutton, Joyce Reynolds, Janis Paige. Producer: Alex Gottlieb. Director: Frederick de Cordova. Costumes: Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday
June 9 PREMIERE: "GREEN GRASS OF WYOMING" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century Fox technicolor filming of Mary O'Hara's story dealing with life on a Western ranch and continuing the story of the horse Thunderhead. Cast includes: Peggy Cummins, Charles Coburn, Robert Arthur, Burl Ives. Producer: Robert Bassler. Director: Louis King. Costumes: Renee Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.
- Beginning
Monday
June 14 STADIUM CONCERT PERFORMANCES, LEWISOHN STADIUM, 138TH AT AMSTERDAM AVE.
Thirty-first consecutive Stadium concert season, presenting leading orchestras and soloists in open-air recitals of popular and classical music. Fritz Reiner and Walter Hendl will alternate in directing the New York Philharmonic-Symphony. Tickets: (30¢-60¢. Reserved seats: \$1.20-\$2.40. Table seating eight: \$24.00). Publicity: Margaret Hartigan, CI. 6-4462.